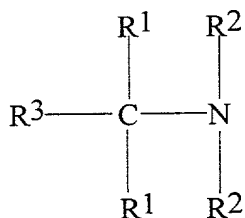


**CLAIMS:**

1. A unit dose cleaning product comprising a capsule formed of a material capable of dissolving, disintegrating or dispersing in a wash liquor, the capsule being filled with a substantially non-aqueous liquid cleaning composition in an amount sufficient to clean a single wash load, said composition including an organic substance with forms of a complex with a transition metal, the complex being capable of catalysing bleaching of a substrate by atmospheric oxygen.
2. The unit dose product of claim 1, wherein the organic substance comprises a pentadentate ligand of the general formula (B):



(B)

- wherein
- each  $\text{R}^1$ ,  $\text{R}^2$  independently represents  $-\text{R}^4-\text{R}^5$ ,  
 $\text{R}^3$  represents hydrogen, optionally substituted alkyl, aryl or arylalkyl, or  $-\text{R}^4-\text{R}^5$ ,
- each  $\text{R}^4$  independently represents a single bond or optionally substituted alkylene, alkenylene, oxyalkylene, aminoalkylene, alkylene ether, carboxylic ester or carboxylic amide, and
- each  $\text{R}^5$  independently represents an optionally N-substituted aminoalkyl group or an optionally substituted heteroaryl group selected from pyridinyl, pyrazinyl, pyrazolyl, pyrrolyl, imidazolyl, benzimidazolyl, pyrimidinyl, triazolyl and thiazolyl.
3. The unit dose product of claim 2, wherein the ligand is N,N-bis(pyridin-2-yl-methyl)-1,1-bis(pyridin-2-yl)-1-aminoethane.

4. The unit dose product of claim 1, wherein the substantially non-aqueous liquid cleaning composition comprises from 0.005% to 1%, preferably from 0.0075% to 0.5%, more preferably from 0.01% to 0.1% by weight of the composition of total of the organic substance.

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5. The unit dose product of claim 1, wherein the amount of the substantially non-aqueous liquid cleaning composition within the capsule is from 10ml to 100ml, preferably from 12.5ml to 75ml, more preferably from 15ml to 60ml, especially from 20ml to 55ml.

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6. The unit dose product of claim 1, wherein substantially non-aqueous liquid cleaning composition within the capsule comprises from 0.001g to 0.5g, preferably from 0.002g to 0.3g, more preferably from 0.0025g to 0.25g by weight of total of the organic substance.

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7. The unit dose product of claim 1, wherein the substantially non-aqueous liquid cleaning composition further comprises a surfactant.

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8. The unit dose product of claim 1, wherein the substantially non-aqueous liquid cleaning composition further comprises a builder.

9. The unit dose product of claim 1, wherein the organic substance comprises a preformed complex of a ligand and a transition metal.

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10. The unit dose product of claim 1, wherein the organic substance comprises a free ligand for complexing with a transition metal present in the water and/or present in the substrate.

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11. The unit dose product of claim 1, wherein the organic substance comprises a composition of a free ligand or a transition metal-substitutable metal-ligand complex, and a source of transition metal.

12. A method of cleaning a substrate comprising bringing into contact, a wash liquor in which it immersed, the substrate and a unit dose cleaning product comprising a capsule formed of a material capable of dissolving, disintegrating or dispersing in a wash liquor, the capsule being filled with a substantially non-aqueous liquid cleaning composition in an amount sufficient to clean a single wash load, said composition including an organic substance with forms of a complex with a transition metal, the complex being capable of catalysing bleaching of a substrate by atmospheric oxygen.